

WHAT IS CLAIMED IS:

1. A method for adjusting network preference information, comprising:
detecting network activity;
measuring a characteristic of said network activity; and
adjusting network preference information based at least in part on said characteristic.
2. The method of claim 1, wherein said characteristic is at least one of:
(i) a time spent at a network site;
(ii) a frequency of visits at a network site;
(iii) a number of downloads from a network site;
(iv) a window size while viewing a network site; and
(v) a number of keystrokes entered into a client device while visiting a network site.
3. The method of claim 2, further comprising:
repeating said detecting, measuring, and adjusting for a plurality of network sites visited by a client device.
4. The method of claim 3, wherein said network preference information includes information identifying at least one of:
(i) a network site with the greatest frequency of visits by a client device;
(ii) a network site having the greatest time spent by a client device;
(iii) a network site having the greatest number of downloads by a client device;
(iv) a network site for which a client device selected the largest window size; and
(v) a network site having the greatest number of keystroke interaction by a client device.

Am
Feb 17

3 5. The method of claim 1, wherein said detecting, measuring and adjusting are performed by a computer operating browser software and wherein said network site is a server accessible via the Internet.

1 6. The method of claim 5, further comprising:
2 configuring said browser software based on said network preference
3 information.

1 7. The method of claim 1, further comprising:
2 configuring at least one software application on a client device based on
3 said network preference information.

1 8. The method of claim 1, further comprising:
2 presenting, based at least in part on said network preference information,
3 information identifying at least a first alternative network site.

1 9. The method of claim 1, further comprising:
2 identifying said characteristic to measure.

1 10. The method of claim 9, wherein said identifying includes:
2 presenting a listing of available characteristics to measure; and
3 receiving data selecting said characteristic from said listing of available
4 characteristics.

1 11. The method of claim 1, further comprising:
2 configuring at least one software application on a plurality of client devices
3 based on said network preference information

Am
Feb 17

3 12. A network device, comprising:
a processor;
a communication port coupled to said processor and adapted to
4 communicate with a plurality of network sites; and

5 a storage device coupled to said processor and storing instructions adapted
6 to be executed by said processor to:
7 detect network activity when said communication port
8 communicates with one of said network sites;
9 measure a characteristic of said network activity; and
10 adjust preference information for said network device based at least
11 in part on said characteristic.

1 13. The device of claim 12, wherein said storage device further stores a
2 characteristic database storing characteristic information from a plurality of said
3 network sites.

1 14. The device of claim 12, wherein said storage device further stores a
2 preference database storing said preference information.

1 15. The device of claim 12, wherein said characteristic is at least one of: (i) a
2 time spent at a network site; (ii) a frequency of communications with a network
3 site; (iii) a number of downloads from a network site; (iv) a window size while in
4 communication with a network site; (v) a number of keystrokes while in
5 communication with a network site.

1 16. The device of claim 12, further comprising instructions adapted to be
2 executed by said processor to
3 configure said network device based on said preference information.

1 17. The device of claim 12, further comprising instructions adapted to be
2 executed by said processor to:
3 identify a characteristic to measure.

1 18. A medium storing instructions adapted to be executed by a processor to
2 perform a method for establishing network preferences, said method comprising:
3 detecting network activity;

measuring a characteristic of said network activity; and
adjust network preference information based at least in part on said
characteristic.

- 1

Page 20 of 21